

DKM COLLEGE FOR WOMEN (AUTONOMOUS),VELLORE-1

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK - EVEN SEMESTER 2018

CLASS : III BBA

ENTREPRENEURIAL MANAGEMENT

Unit I

SECTION-A

2 Marks

1. What is an Entrepreneurship ?
2. Who is an Intrapreneur ?
3. Who is a professional entrepreneur ?
4. Define Entrepreneur ?
5. State the types of authors point of view about entrepreneur?
6. State the classification of entrepreneur?
7. State the entrepreneurial scene in India?
8. Who is a adoptive entrepreneur?
9. What is a promotional role ?
10. Expand ITCOT ?
11. What is promotional role?
12. What is Regulatory role?
13. What is Supportive role?
14. Expand : EDP, TIIC, SIDBI, PIPDIC, DIC, IDBI, NEISBUD
15. Who is women entrepreneur?
16. What is small scale industries?
17. Who is a rural entrepreneur?
18. What are the business opportunities for women enterpreneur ?
19. State the sources of business idea ?
20. What is business idea?
21. What is technical source?
22. What is business source?
23. What is marketing feasibility?
24. What is financial feasibility?
25. What is legal technical feasibility?
26. What is economic feasibility ?
27. What is Venture capital ?
28. State the different forms of organization ?
29. What is project ?

- 30.State the classification of project?
- 31.Expand pert and cpm ?
- 32.What is project appraisal ?
- 33.State the profitability appraisal methods ?
- 34.State the stages of project life cycle ?
- 35.Define Franchising?
- 36.Who is a franchiser ?
- 37.Who is master franchiser?
- 38.State the types of franchiser ?
- 39.What is acquisition?
- 40.What is a product?
- 41.Who is a customer?
- 42.What is positioning ?
- 43.What is branding?
- 44.What is packaging?
- 45.What is price?
- 46.What is price skimming?
- 47.What is transfer pricing?
- 48.What is distribution channel?
- 49.State the types of distribution channels?
- 50.State the promotional mix?
- 51.What is advertising?
- 52.What is sales promotion?
- 53.What is public relation and publicity?
- 54.What is direct marketing?
- 55.What is personal selling?

SECTION-B & C 5/10 MARKS

1. Explain the authors point of view of entrepreneurship?
2. Explain the classification of entrepreneurs?
3. Enumerate Past scenario, current and future scene entrepreneurial growth in India
4. Explain the characteristics of an entrepreneur?
5. Explain the factors influencing entrepreneurship?
6. Explain the role played by government and non-government agencies?
7. State the functions of TIIC, SIDBI?

8. State the concept of EDP, PIPDIC?
9. Explain SIPCOT ?
10. Explain the concept SSI ?
11. Explain: NIESBUD, SIDC, ICICI ?
12. Explain: TIIC, SIETI, SIDO, KVIC ?
13. Explain : IFCI, NISIET, ITCOT ?
14. Explain DIC. SIDBI?
15. Explain the problems of women entrepreneurs?
16. Explain the prospectus of women entrepreneur?
17. Explain the problems and development of rural entrepreneur?
18. What are the business opportunities for women entrepreneurs ?
19. Explain the term Industrial Sickness ?
20. Explain the concept of export entrepreneurs
21. Explain the various sources of Business identification opportunities ?
22. Explain the business idea generation techniques ?
23. Explain the business idea form market source?
24. Explain the internal and external source of identification of business opportunity?
25. Explain in detail marketing feasibility ?
26. Explain the financial feasibility?
27. Explain the legal, economic, technical feasibility ?
28. Explain in detail managerial feasibility ?
29. Explain the table of content of Project report ?
30. Difference between Pert and CPM?
31. Explain in detail classification of project?
32. Explain the steps of pert ?
33. Explain the guidelines provided by TIIC ?
34. Explain the guidelines for project profiles for medium, large scale , manufacturing and service industries ?
35. Explain in detail profitability appraisal methods ?
36. Explain the term project appraisal ?
37. Explain the advantages of franchising ?
38. Explain the successful franchising?
39. Explain the precautions of franchising?
40. Explain the types of franchising ?
41. Explain the concept of acquisition?

42. Explain the different methods of product positioning?
43. Explain the concept of marketing?
44. What is concept of branding and packaging ?
45. Explain the pricing objectives ?
46. Explain the pricing methods?
47. Explain price discrimination ?
48. Explain the functions of members of the distribution channel?
49. Explain the selection of a channel depends on the various factors?
50. Explain the objectives of advertising ?
51. Explain the concept of personal selling?
52. Explain the methods of direct marketing?